

Attorney Docket No. 52719.00008

AMENDMENT TO THE CLAIMS

Please amend **EXISTING** claims 1 - 6, 11 - 15, 20 - 22, 24, 29 - 31 and 33; Cancel claims 7 - 10, 16 - 19, 25 - 28 and 34 - 37 without prejudice; and add new claims 38 - 41 as follows:

We Claim:

1. (Currently Amended) An apparatus for analyzing creating a multi-dimensional report from information in at least one source database, said apparatus comprising:
a memory,
a bus,
a processor, coupled to said memory by said bus, said processor operatively disposed to:
receiving a definition of at least one customer profile of a plurality of customer profile groups;
receiving from a user input indicating a report configuration selection at least one quantity of interest in the information;
receiving a definition for a data model;
dynamically creating at least one generated database based upon the data model and configured to the quantity of interest, further comprising:
creating at least one first dimension table based upon said report configuration selection and said information the data schema and the quantity of interest; and
creating at least one fact table based upon said report configuration selection and said information the data schema and the quantity of interest and the information; and
displaying at least a portion of the dynamically generated database providing a report comprised of said at least one first dimension table and said at least one fact table.

2. (Currently Amended) The apparatus of claim 1 wherein said the processor is further operatively disposed to:
generating a customer profile report is an customer profile report, said and wherein the information further comprising comprises business performance measures, said and wherein:
creating at least one first dimension table further comprising comprises:

Attorney Docket No. 52719.00008

creating a customer profile hierarchy; and said
creating at least one fact table further comprising comprises:
aggregating said business performance measures according to said
customer profile hierarchy.

3. (Currently Amended) The apparatus of claim 1 wherein said report is the processor is
further operatively disposed to:

generating an operation report, said and wherein the information further comprising
comprises business performance measures, said and wherein:

creating at least one fact table further comprising comprises:
aggregating said business performance measures; and
filtering said customer profiles.

4. (Currently Amended) The apparatus of claim 1 wherein said report is the processor is
further operatively disposed to:

generating a customer behavior report, said and wherein the information further
comprising comprises customer records, said and wherein:

creating at least one first dimension table further comprising comprises:
creating a at least one of a plurality of customer profiles profiling
dimensions based upon the at least one of a plurality of customer profile groups
received; and said
creating at least one fact table further comprising comprises:
aggregating customer records based on said at least one of a plurality of
customer profiles profiling dimensions.

5. (Currently Amended) The apparatus of claim 1, wherein the processor is further
operatively disposed to:

creating a list of customers for each customer profile in said one of the plurality of
customer profile groups;
creating at least one intermediary data structure to manage the list of customers; and
creating customer classification components in a meta model for each customer profile
group.

Attorney Docket No. 52719.00008

6. (Currently Amended) The apparatus of claim 1 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Currently Amended) An apparatus for analyzing creating a multi-dimensional report from information in at least one database, said apparatus comprising:

a memory,

a bus,

a processor, coupled to said memory by said bus, said processor operatively disposed to:

receiving a definition of at least one customer profile of a plurality of customer profile groups;

creating a list of customers for each one of the customer profile in said plurality of customer profile groups;

creating customer classification components in a meta model for each customer profile group;

receiving from a user input indicating a report configuration selection at least one quantity of interest in the information;

receiving a definition for a data model;

extracting information from said at least one database;

dynamically creating at least one generated database based upon the data model and the quantity of interest, further comprising;

creating at least one first dimension table based upon said report configuration selection the data schema and the quantity of interest; and

creating at least one fact table based upon said report configuration

Attorney Docket No. 52719.00008

selection and said information the data schema, the quantity of interest and the information; and

displaying the dynamically generated database providing a report comprised of said at least one first dimension table and said at least one fact table.

12. (Currently Amended) The apparatus of claim 11 wherein said the processor is further operatively disposed to:

generating a customer profile report is an customer profile report, said and wherein the information further comprising comprises business performance measures, said and wherein:

creating at least one first dimension table further comprising comprises:

creating a customer profile hierarchy; and said

creating at least one fact table further comprising comprises:

aggregating said business performance measures according to said customer profile hierarchy.

13. (Currently Amended) The apparatus of claim 11 wherein said report is the processor is further operatively disposed to:

generating an operation report, said and wherein the information further comprising comprises business performance measures, said and wherein:

creating at least one fact table further comprising comprises:

aggregating said business performance measures; and

filtering said customer profiles.

14. (Currently Amended) The apparatus of claim 11 wherein said report is the processor is further operatively disposed to:

generating a customer behavior report, said and wherein the information further comprising comprises customer records, said and wherein:

creating at least one first dimension table further comprising comprises:

creating a at least one of a plurality of customer profiles profiling

dimension tables based upon the at least one of a plurality of customer profile groups received; and said

creating at least one fact table further comprising comprises:

aggregating customer records based on said at least one of a plurality of

Attorney Docket No. 52719.00008

customer profiles profiling dimension tables.

15. (Currently Amended) The apparatus of claim 11 wherein said information comprises
at least one of telecommunications information, financial information, retail marketing information,
insurance information, and health care information.

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

A¹

20. (Currently Amended) An apparatus of for analyzing transferring information from in
a first database, said first database organized according to a first data schema model, to a second database,
said second database organized according to a second data model to serve as the basis of analysis of the
data; said apparatus comprising:

a memory,

a bus,

a processor, coupled to said memory by said bus, said processor operatively

disposed to:

receiving as input a first data defining a virtual data model definition;

determining from the virtual data model a second data schema;

receiving as input a second third data model definition;

creating a third database having a third data schema from the third data model;

creating a first mapping, said mapping providing that provides a translation for data from
said first data model schema to said second data model schema;

creating a second mapping, that provides a translation for data from the second data
schema to the third data schema; and

selectively migrating said data information from said at least one of the first database to
said second the second database according to said the first mapping and the second database to the third
database according to the second mapping.

Attorney Docket No. 52719.00008

21. (Currently Amended) The apparatus of claim 20 wherein said first data schema model comprises a star schema.

22. (Currently Amended) The apparatus of claim 20 wherein said second the virtual data model comprises an identity centric data organization.

23. The apparatus of claim 22 wherein said identity is a customer identity.

24. (Currently Amended) The apparatus of claim 20 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Currently Amended) The apparatus of claim 20 wherein said second the virtual data model comprises a reverse star schema.

30. (Currently Amended) An apparatus for of analyzing information from a database, said database organized according to a first data model, said apparatus comprising:

a memory,

a bus,

a processor, coupled to said memory by said bus, said processor operatively disposed to:

defining based upon a virtual data model a data warehouse;

receiving as input a definition of a second data model;

creating a first mapping from said first data model to said second data model data

Attorney Docket No. 52719.00008

warehouse;

creating a second mapping from said data warehouse to said second data model;
analyzing said data information based upon said second data model, using the first
mapping and the second mapping and said mapping.

31. (Currently Amended) The apparatus of claim 30 wherein said first virtual data model comprises an identity centric data organization.

32. The apparatus of claim 31 wherein said identity is a customer identity.

33. (Currently Amended) The apparatus of claim 30 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

A¹
34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (Cancelled)

38. (New) The apparatus of claim 1, wherein the processor is further operatively disposed to:

A²
receiving a definition of a meta-model schema;
generating a data warehouse populated with the information from the source database and in accordance with the reverse star schema meta-model; and
providing the data warehouse in place of the source database for creating the dynamically generated database.

39. (New) The apparatus of claim 38, wherein the meta-model schema is a reverse star schema.

Attorney Docket No. 52719.00008

40. (New) The apparatus of claim 38, wherein the processor is further operatively disposed to:

receiving a selection of a targeted customer segment of interest as the quantity of interest; generating at least one of a plurality of targeted customer segment tables based upon the dynamically generated database; and

providing the targeted customer segment tables to external applications.

41. (New) The apparatus of claim 1, wherein the dynamically generating a database further comprises:

receiving an input from an on-line application processor (OLAP); transforming the input into a database query based upon the data model; and providing information in response to the database query.